

Entrepreneurial Studies / Advertising 2018 Merit Scholarship Awards Guidelines

MERIT AWARDS

MCAD Senior Entrepreneurial Studies or Advertising Merit Scholarship

One award for either an ES or ADV Major, in the amount of \$4,000, will be granted to a student majoring within the ES/ADV Department who will be a Senior Fall 2018 and graduating either Fall 2018 or Spring 2019.

MCAD Senior Entrepreneurial Studies/Advertising Merit Scholarship
\$4000

MCAD Entrepreneurial Studies/Advertising Merit Scholarship

Two awards, in the amount of \$2,000 each, will be granted to two ES or ADV majors.

ELIGIBILITY

To apply, students must be enrolled in the Entrepreneurial Studies or Advertising degree program with a cumulative GPA of 3.0 or better. Only students who are planning to be full-time students at MCAD (registered for no less than 12 credits per semester) during the Fall 2018 semester will be considered for these awards.

JUDGING

The jury consists of program faculty, program alumni, and/or outside professionals. Criteria for selection of winners will include creativity, craftsmanship, professionalism, and breadth of talent. The decision of jurors is final.

APPLICATION

Sign-up outside Academic Affairs (Main 348) January 31 – February 14
Deadline to sign up is Wednesday, February 14.

DIGITAL SUBMISSION OPTION DEADLINE

Entries are due to the MCAD MERITS SERVER by 8:00 a.m. on
Monday, February 26. *See Merits Server instructions below

INSTALLATION SPACE (Optional)

All students participating via exhibition must sign up for a display location through Academic Services as soon as possible (this sign-up is for installation space only; you must also sign up with Academic Affairs).

Academic Services:

Office: 105

Phone: 612.874.3748

INSTALLATION OPTION

Student work must be completely installed and labeled by **Monday, February 26, 8 A.M.** at locations throughout the school. Students are responsible for installing their work. The College or division will make no provision for securing or covering work; students should use their discretion. Your work must stay up through 1 p.m. Wednesday for Merit judging and documentation. You should take down your work between 1 p.m. Wednesday and 8 a.m. Thursday. **YOU MUST REMOVE YOUR WORK BY 8 A.M. THURSDAY.** Any remaining work will be removed by Academic Services and stacked on tables on each floor. You must collect all work by Thursday, March 1 by noon. Academic Services will extend their hours Friday, February 23 until 9 p.m., and Saturday/Sunday from 4 – 9 p.m. For special installation needs, contact Academic Services directly.

NOTIFICATION

Decisions will be announced on **Monday, March 5, 2017.** The winners' names will be announced via MCAD email and posted outside Room 348. A letter from the Financial Aid office will also notify winners.

WHAT TO SUBMIT

Merit scholarships are awarded by major for outstanding examples of MCAD coursework.

Applications can be submitted electronically or students may elect to install their work. Regardless of the submission method chosen, all submissions will be accompanied by a written report describing the best Entrepreneurial Studies and/or Advertising class projects done by the student.

Submitted work will highlight a focus area of study (i.e. sustainability, strategy, marketing/advertising, business development, etc.), the methodology, and what was learned from the experience.

In both electronic and installations submissions students are encouraged to demonstrate their process for each submitted work sample. Work done as part of a series may be included as one work (e.g., a single assignment that has a solution presented on three boards).

- Submissions will include at least four (4) and no more than six (6) examples of work done by the student. Examples of individual work are stressed. **At least two examples of individual** work must be included with each application. However, because the Entrepreneurial Studies and Advertising courses often include group projects, students may submit up to half of their work samples from works that were produced as part of a group project.
- Additionally, students have the option to submit one research paper done from a theory or methods class in addition to the work samples listed above.
- Only work completed as part of Entrepreneurial Studies and/or Advertising coursework, or independent projects at MCAD, may be included. Work created for internships or other volunteer or employment opportunities (including DesignWorks) are NOT eligible.

Above all else, the work submitted will be the best examples of what the student has done at MCAD. Applicants meeting the submission criteria outlined herein will be evaluated on the quality of the work by MCAD faculty.

Students are encouraged to discuss and review their applications with faculty members prior to submission.

Work Sample Guidelines:

Applicants may submit either electronic submission or elect to present their work installed.

Both submission applications will be accompanied by a binder containing clearly written support documents of no more than four-pages for each work sample that includes:

1. A one-page photocopy of each work sample
2. A written description of the work sample related to the project or assignment or, if the submission is client-based work, a description of the client goals for the project.
3. A written description the strategy, project plan and intended outcomes to address the assignment or client goals.
4. A written description of the creative and analytical process used to complete the project. If the submission is a team project, outline your role(s) on the team in creating the final deliverable.
5. A written description of the final deliverable, product, or message.
6. A written self-evaluation of the work sample as a solution to the assignment or client goal.
7. A written reflection on your learning from the assignment or client project. For example, you may include some lessons learned and how you may approach a similar project differently in the future.

The binder for both electronic and installed submissions will include the following contents in the following order:

1. A one-page Executive Summary reflection on your development as an MCAD Entrepreneurial Studies or Advertising major.
2. Written support of submitted or installed work samples as outlined in the Work Sample Guidelines (see above). No more than 4 pages per work sample (including the photocopy of the work sample).
3. A one-page conclusion that includes the future direction you plan to pursue after graduation.

Formatting Requirements:

- Submissions will include at least four (4) and no more than six (6) examples of work done by the student. Examples of individual work are strongly emphasized.
- All submissions must include at least two examples of individual work with each application.
- Given that the nature of Entrepreneurial Studies and Advertising courses to often include group projects, students may submit up to half of their work samples that were produced as part of a group project.
- Iterations demonstrating process will be counted as one work submission.
- The contents of the submissions binder will not exceed a total of 25 pages.
- Only submissions binders that include a research paper will be allowed to exceed the 25-page limit to allow for the inclusion of the paper. All other criteria remain the same.
- All pages will be numbered
- All work must be publication ready, e.g. proofread and include citations as needed.
- A Learning Center staff member will proofread your entry and sign the cover sheet to validate the submission
- Please see archiving standard on intranet: <http://kb.mcad.edu/index.php?article=166>
- Film and video may be submitted via web link on the Merits server.
- Electronic submissions including screen-based works and works that will not be installed will be submitted to the Merits server via web link by 8:00 AM on Monday, February 26, 2018.
- For installations, the inclusion of electronic submissions will be noted with the work displayed in the installation.

To access the Merits Server:

***Submission deadline is Monday, February 26, 8 a.m.**

1. *Name your folder, "Last Name, First Name"
2. Connect to "merits.mcad.edu"
3. Locate your department folder and drop your submission.

CALENDAR

What	When	Where
Merit sign-up	January 31 – February 14 Deadline: Wednesday February 14	Academic Affairs (Main 348)
Installation Dates	Thursday, February 22, 6 p.m. – Monday, February 26, 8 a.m.	
Deadline for installation/ submissions	Monday, February 26, 8 a.m.	Sign up for space in Academic Services (Main 105)
Final Judging	Wednesday, February 28	
Installation Break Down	Starting Wednesday, Feb 28 at 1 p.m. and ending Thursday, March 1 by 8 a.m. YOU MUST REMOVE YOUR WORK BY 8 A.M. THURSDAY	
Pick up work DEADLINE	Thursday, March 1, by Noon	

SPECIAL NOTE ABOUT EXHIBITIONS AND DOCUMENTED WORK

1. Everyone must reserve a space with Academic Services.
2. Reserve any media equipment needed from <http://equipment.mcad.edu>
 - Reservations should be submitted as early as possible. At least two weeks advance reservation is strongly recommended to ensure availability of preferred equipment. All equipment is first-come/ first-served based on availability.
 - Equipment must be picked up from the Media Center on the first day of your requested check-out period or you will completely lose your equipment reservation in the system.
 - After equipment has been assigned (notification via email), it must be checked out via the Media Center, and arrangements made with Academic Services to secure the equipment in the exhibition space.
 - Technical support can be received by emailing media_center@mcad.edu or for more immediate assistance speak with Alex Bowes (office 310) or Ben Innes (Media Center office) during their scheduled office hours.
3. Exhibition spaces are reserved from 6pm, Thursday, February 22 through 8 a.m., Thursday, March 1.
4. If submitting work digitally, please see archiving standard on intranet. <http://kb.mcad.edu/index.php?article=166>